

Bloomington Convention & Visitors Bureau
2016 Approved Budget
November 24, 2015

	2016 Approved Budget
Revenues	
2% Lodging Tax	4,900,000.00
State Funding	8,000.00
Annual Meeting Income	0.00
DSA Income	30,000.00
Interest Income	1,800.00
Reimbursed Miscellaneous Income	30,000.00
* Partner Registration Income	30,000.00
** Packaging Program	35,000.00
Commission Income	30,000.00
Ad Sales	35,000.00
Corporate Partnership	0.00
Online Marketing Program	139,000.00
Online Housing Service	75,000.00
Gain on Disposal of Assets	0.00
Total Revenues	5,313,800.00
Expenses	
Administrative Expenses	
Salaries & Wages	220,300.00
Federal/State Payroll Tax	117,100.00
Unemployment Tax	7,900.00
401K Plan	88,500.00
Employee Benefits	198,000.00
Payroll Preparation Charges	3,800.00
Legal Fees	6,000.00
Accounting Fees	20,500.00
Interest Expense	1,000.00
Total Administrative Expenses	663,100.00
Operations	
Business Insurance	19,000.00
Auto Expenses	8,700.00
Office Rent	266,400.00
Office Maintenance	9,500.00
Computer Maintenance	22,600.00
Office Expense	18,000.00
Copier	10,000.00
Telephone	40,000.00
Depreciation	125,500.00
City Administration	73,500.00
Temporary Fees	25,000.00
Technology Fees and Expenses	245,000.00
Total Operations	863,200.00

Sales & Marketing Expenses

Salaries & Wages	1,216,400.00
Office Supplies Expense	20,000.00
Postage	35,000.00
Express & Shipping Charges	15,600.00
Membership Dues	40,000.00
Subscriptions	7,000.00
Association Meetings	4,000.00
* Registrations	165,000.00
Meetings	20,000.00
Airfare Expense	95,000.00
Travel Expense	130,000.00
Reimbursed Expenses	14,000.00
Meals	11,000.00
Education/Training	10,000.00
Advertising	250,000.00
Marketing Fulfillment	60,000.00
** Package Fulfillment	35,000.00
Internet Marketing	795,000.00
Booth & Photo	55,000.00
Promotion Items	40,000.00
Printing	140,000.00
Video and Photography	55,000.00
Promotional Events	90,000.00
Research and Development	60,000.00
Public Relations	10,000.00
Sales Activities	121,000.00
Special Projects	90,000.00
Total Sales & Marketing	3,584,000.00

Special Events

Salaries & Wages	93,300.00
Diamond Service Awards	108,000.00
Sales Tax	2,200.00
Total Special Events	203,500.00
Total Expenses	5,313,800.00
Profit (Loss)	(0.00)